



RMIT UNIVERSITY STUDENT UNION

# PARTNERSHIP PACKAGE 2024

# RUSU

RMIT UNIVERSITY STUDENT UNION



# WELCOME

## ABOUT RUSU

Founded in 1944, RUSU is the pre-eminent student run organisation at RMIT. Twenty eight elected student representatives are supported by a staff in delivering a range of programs, initiatives and events across RMIT's campuses in the CBD, Brunswick and Bundoora. In 2023, RUSU attracted over 5,000 financial members.

Students are at the heart of RUSU's decision making, giving us a close relationship with the student body and providing unique opportunities for commercial partners to connect with this important demographic.

## ABOUT RMIT

RMIT is a global university of technology, design and enterprise. One of Australia's original tertiary institutions, RMIT University enjoys an international reputation for excellence in professional and vocational education, applied research, and engagement with the needs of industry and the community.

Over two thirds of the student body are under the age of 26, and just under one third are international students.

## WHAT WE DO

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Reach over 4,000 students per week through programs and events.

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Deliver popular orientation & welcome events

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Support over 80 affiliate clubs with a combined membership of over 10,000 students.

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Run the most well attended program of social events at RMIT, both on and off campus.

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Provide over 80,000 free meals to students throughout the course of the academic year.

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Run a large and diverse RUSU volunteer program.

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Help over 1,000 students with student rights advice and support to resolve student rights issues and disputes.

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Reach 10,000+ students through our Compass Welfare Drop in Centre, Compass Cupboard and welfare outreach events.



ORIENTATION

# WELCOME BASH

MARCH

7

Every year, we kick off the semester with an electrifying celebration that sets the tone for the academic year ahead – our highly anticipated ‘Welcome Bash’ event. As the biggest on-campus gathering during orientation week, it garners an expected attendance of 1,300 students. This vibrant dance party features food and drinks, sensational DJ performances, and roving entertainers. While primarily designed to welcome and engage first-year students, we extend an invitation to all members of the campus community, ensuring a diverse crowd primarily within the 18–24 age bracket. As a cornerstone of the RUSU experience, this event plays a pivotal role in our membership drive, offering free entry exclusively to RUSU members, fostering a sense of belonging and community right from the start.

#### RUSU is seeking Major Sponsors for this event

Opportunities exist for overall event major sponsors, alcohol, soft drink, snacks and foods sponsors. Contact us to discuss options.

1,300 students  
expected to attend

Largest on-campus  
social event of  
the year

Dance party  
to welcome  
students and make  
connections

*\*Dependant on the amount of serves provided. Contact us to discuss arrangements.*



Talk to us about how we can partner with you.  
Email [rusu.activities@rmit.edu.au](mailto:rusu.activities@rmit.edu.au)

**RUSU**  
RMIT UNIVERSITY STUDENT UNION



ORIENTATION

# RUSU ORIENTATION FEST

MARCH

6

Celebrate the start of a new academic year with RUSU – and a one day Orientation Festival with DJ’s, yard games, popcorn, free food and a showcase of RUSU and the services we offer. This event provides an exceptional platform for partners to engage with students in a fun and structured way directly on campus.

**Stall at RUSU Orientation Festival**

Very limited space.

Submit your proposal to RUSU in order to be shortlisted.

**\$2,500**

**Giveaway of free merchandise at RUSU Orientation Festival**

Contact us to discuss options.

**2,500+**  
students expected  
to attend

**Get your products  
in the hands of  
thousands of  
students**

**Limited space  
available**

Contact us to discuss arrangements.



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ORIENTATION

# MEMBERSHIP STALLS & BAGS

At the beginning of the semester, RUSU introduces a fantastic initiative by distributing membership showbags to all incoming or returning RUSU members for the year 2024. These showbags are available at RUSU stalls throughout orientation week and can be collected by students during the much-anticipated orientation weeks. With a limited supply of just 2,000, these showbags feature an iconic RUSU purple design on a stylish calico tote bag. Inside, members can discover RUSU-branded merchandise, a handy yearly planner, and essential information designed to enhance the student experience. There's a unique opportunity to include additional items into these sought-after bags – space is limited.

**Promotional Material for Showbags**

Flyer, discount coupon, voucher, magnet or small items (eg. sachets, pens) to be placed inside bags.\*

**\$1,000**

**Promotional Item at RUSU Stalls**

Larger items, such as cans/boxes that can not fit in a flat bag may be set up at RUSU Membership Stalls for students to collect along with their bag.\*

**\$1,000**

Get your products  
in the hands of  
thousands of  
students

2,000 bags  
distributed

Free for RUSU  
members

Limited space  
available

*\*Contact us to discuss arrangements. Strict timelines are in place for bag packing.*



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# RUSU DIGITAL RUSU MEMBER EDM

Our primary channel for engaging with RUSU members is through Electronic Direct Mails (EDM). Every Monday during semester we deliver a highly-anticipated newsletter via Mailchimp. This newsletter serves as an informative gateway, providing valuable insights into events, services, and exclusive access to member-only competitions. The newsletter has garnered a remarkable reception, boasting an impressive open rate and click-through rate, indicative of the strong connection we maintain with our members. Opportunities are available to advertise within the email.

<p><b>EDM Article:</b> Located within body of email Image: 800 x 600 pixels / Heading (up to 10 words) Text (up to 50 words) / Button with hyperlink</p>	<p><b>\$500</b> per EDM*</p>
<p><b>EDM Advertisement:</b> Located at the bottom of email Image: 800 x 400 pixels / Hyperlink within image</p>	<p><b>\$200</b> per EDM</p>

Direct access to student inboxes

5,000+ subscribers

Average open rate of 51%

EDM Article Example



EDM Advertisement Example

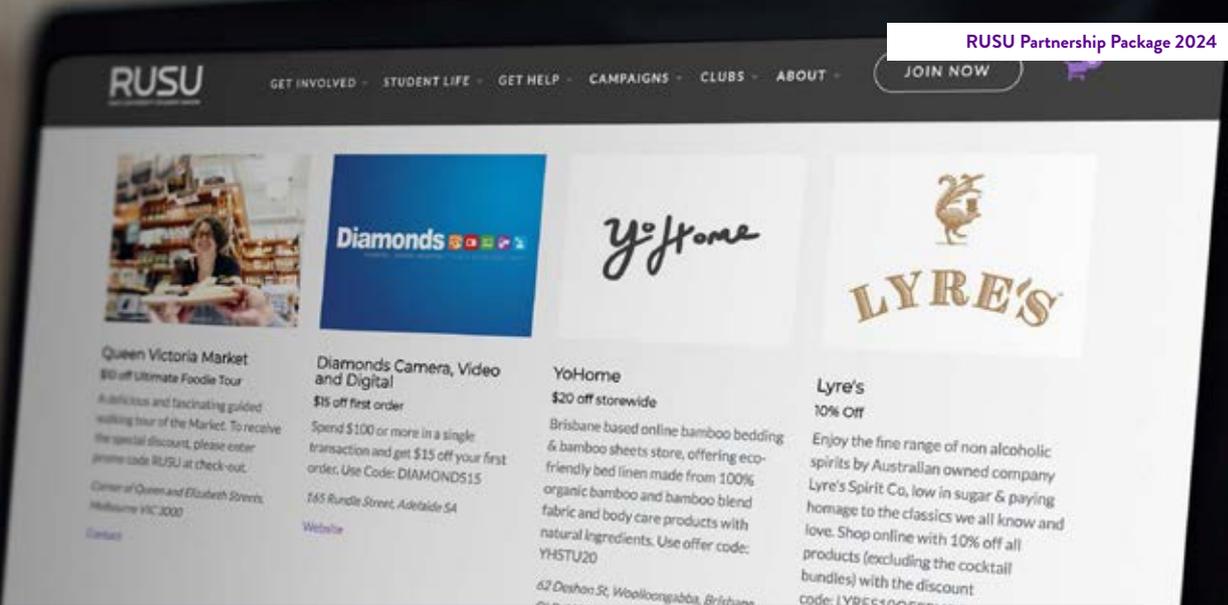


Limited space available – only one article & two adverts per EDM.

\*Discount available: three EDMs with the same content at \$1200

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# RUSU DIGITAL RUSU EXCLUSIVE OFFERS

RUSU love to support students and local businesses. Our Exclusive Offers web page ([www.rusu.rmit.edu.au/memberoffers](http://www.rusu.rmit.edu.au/memberoffers)) is a great way to promote your business and connect with students. The page has been designed as a portal to list businesses who offer exclusive discounts to our members. This page is advertised to the students via targeted email and Instagram. In 2023 we had over 5,000 members who could access these offers. Each member receives a purple sticker, which is an easy way to identify members. Offer codes are also a great way to offer a discount to students.

Offer discounts to RUSU Members

Reaching 5000+ Members

Support students and promote your business

<p><b>Website Offer: 1 calendar year (until Dec 2024)</b> Image, offer, blurb &amp; link</p>	<p><b>\$250</b></p>
<p><b>Website Offer: 2 calendar years (until Dec 2025)</b> Image, offer, blurb &amp; link <i>Locked in price and less admin</i></p>	<p><b>\$500</b></p>

**Exclusive Offer Example**



**Green Acre Pizza Bar**  
10% off all menu items (excl Tues)  
Green Acre is a sustainable, vegan friendly bar serving pizza, local craft beer, wine and good times.  
328 Victoria St, Brunswick  
[Website](#)

**Exclusive Offer Requirements**



**Queen Victoria Market**  
\$10 off Ultimate Foodie Tour  
A delicious and fascinating guided walking tour of the Market. To receive the special discount, please enter promo code RUSU at check-out.  
Corner of Queen and Elizabeth Streets, Melbourne VIC 3000  
[Contact](#)

- ← Image: 600 pixels x 450pixels
- ← Photo or logo (no text)
- ← Business name
- ← Exclusive Offer (maximum 5 words)
- ← Blurb (maximum 20 words)
- ← Address (if applicable)
- ← Website Link

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FLAGSHIP EVENT

# CHILL N GRILL

During the semester, RUSU organises a series of popular free lunch events known as ‘Chill N Grill’ on all RMIT campuses. These events are collectively RUSU’s most sought-after initiative. The City Campus event, held on Thursdays, stand as the largest, with over 1,000 students flocking in to enjoy a free meal and the chance to forge new connections in a laid-back atmosphere. Smaller versions of these events take place on the Brunswick campus every Tuesday and at Bundoora every Wednesday. The lunch offerings include a BBQ with both meat and vegan options, occasional food trucks and catering, a fenced-off bar, and the musical vibes of a DJ in the city – which presents an excellent opportunity for soft drink, juice, and alcohol sponsors. This event provides an exceptional platform for partners to engage with students in a fun and structured way directly on campus.

**Event Activation**

Trestle tables & marquees can be arranged at an additional cost

**City: \$500**

**Brunswick or Bundoora: \$200**

**In-kind Contribution**

Supply of food or beverage at event / Minimum serves: 1,000 (City), 350 (Brunswick), 450 (Bundoora West), 250 (Bundoora East)

**FREE\***

**Major Sponsor Status**

Interested in being our major sponsor for this event in 2024? Contact us to discuss costs and advertising options. Food and/or bar options available.

Weekly free lunch event on all campuses

Over 2,000 meals served each week

Directly reach students and get your product in student hands

*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.*



Talk to us about how we can partner with you.  
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FLAGSHIP EVENT

# VE SMOKO

The Vocational Education ‘VE Smoko’ is a weekly brunch gathering hosted on the Carlton campus, located in close proximity to Trades Hall. Scheduled on Mondays, it offers an opportunity for VE students, particularly those in the trades, to come together, unwind, and enjoy a well-deserved break. With the capacity to serve between 200 to 250 complimentary meals, it’s a significant community-building event. We are actively seeking partners interested in contributing to this event by providing food, snacks, and beverages such as pies, soft drinks, flavoured milk and snack bars. In exchange for your support, we’re enthusiastic about collaborating on mutually beneficial partnership options and offering prominent advertisement opportunities for your business or product. Please get in touch with us to explore the exciting prospects of working together.

**Event Activation / Product Demonstration**

Trestle tables & marquees can be arranged at an additional cost.

**\$200**

**In-kind Contribution**

Supply of food or beverage at event / Minimum serves: 250

**FREE\***

**Major Sponsor / Naming Rights**

“Your Business” VE Smoko – on all marketing. Attendance / product is required at the events.

**\$1,000**

*\*Dependant on the amount of serves provided. Contact us to discuss arrangements.*

**Free lunch event  
in Carlton for  
VE Student**

**250 free lunches  
each week**

**Made for tradies**



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FLAGSHIP EVENT

# RUSU MEMBERS DRINKS

We're excited to invite potential sponsors to join us in making our RUSU Member's Drinks an unforgettable experience for students. Your support can help us provide a wide array of food, drinks, and exciting giveaways at this event. By partnering with us, you'll not only enhance the atmosphere of the pub but also contribute to the overall enjoyment and satisfaction of our student community. Your sponsorship will undoubtedly make a lasting impact, creating memorable moments and fostering positive connections on our campus.

Looking particularly for pizza, soft drink and alcohol sponsors for this event. Popular in the city for all students, popular in Bundoora with engineering students and clubs.

**Naming Rights and Exclusive Product at Event**

Pre-agreed stock quantities apply. We may need to serve alternative options to your product to offer variety.

**Contact us for more information**

**In-kind Contribution**

Supply of food or beverage at event.

**FREE\***

**A limited number of free drink and snack events on campus**

**Directly reach students and get your product in their hands**

**200 city students expected to attend each event**

*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.*



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MAJOR EVENT

# MULTICULTURAL FESTIVAL

At the heart of RMIT, this vibrant daytime festival serves as a tribute to the university's rich cultural tapestry, spotlighting a blend of professional and student performers, food trucks and generous giveaways. As the largest on-campus festival of the semester, we anticipate a bustling attendance of over 3,000 attendees. It stands as a pivotal stage for RMIT's cultural clubs to shine, offering a platform to showcase their diverse activities and foster a sense of community among students.

Are you a cultural business looking to promote yourself to like-minded students and get the word out about your business? You can have a stall for FREE if you can provide cultural food or snacks to our students.

Over 3,000 students expected

A celebration of cultures at RMIT

Directly reach students and get your product in student hands

**Event Activation**

Trestle tables & marquees can be arranged at an additional cost.

**City: \$500**

**Brunswick or Bundoora: \$200**

**In-kind Contribution**

Supply of food or beverage at event / Minimum serves: 500 (City), 200 (Brunswick), 200 (Bundoora).

**FREE\***

**Major Sponsor**

Sponsorship must align with the Multicultural theme.

**Contact us to discuss options**

*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.*



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MAJOR EVENT

# PRIDE WEEK

Pride Week is a celebration of love, diversity, and inclusion, uniting students and staff in an unwavering support for the LGBTQIA+ community at RMIT. Across all campuses, the week is a vibrant hub of empowerment, education, and joy – complete with DJs, roving performers, workshops and food trucks. It serves as a significant platform for RMIT to foster pride, strengthen community bonds, and enhance engagement. This event offers valuable opportunities for potential collaborators, including the chance to become a naming rights partner or engage in brand activations that resonate with the spirit of pride and celebration.

Over 1,500 students expected

A celebration of pride at RMIT

Naming rights available

<b>Event Activation</b> Trestle tables & marquees can be arranged at an additional cost.	<b>\$500</b>
<b>In-kind Contribution</b> We are seeking free food, pride or wellbeing focused giveaways/ promotional items. Contact us to discuss options and minimum quantities ( <i>City, Bundoora, Brunswick</i> ).	<b>FREE*</b>
<b>Major Sponsor</b> Sponsorship must align with the Pride theme.	<b>Contact us to discuss options</b>

\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.



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MAJOR EVENT

# INDIAN INDEPENDENCE

RMIT takes immense pride in its vibrant Indian community, and festival is a grand celebration that highlights Indian Independence and the rich tapestry of the surrounding community. This event stands as a prominent stage for RMIT's cultural clubs to shine, fostering a sense of unity and collaboration among students. The festival is a spectacle, featuring musical performances, ceremonial flag ceremony, and keynote speakers

Are you an Indian business looking to promote yourself to like-minded students and get the word out about your business? You can have a stall for FREE if you can provide cultural food or snacks to our students.

**Event Activation**

Trestle tables & marquees can be arranged at an additional cost.

**\$500**

**In-kind Contribution**

We are seeking free food, cultural or wellbeing focused giveaways/promotional items. Contact us to discuss options and minimum quantities (*City, Bundoora, Brunswick*).

**FREE\***

**Major Sponsor**

Contact us to discuss options.

**Contact us to discuss options**

*\*Dependant on the amount of serves provided. Contact us to discuss arrangements.*

Over 2,000 students expected

A celebration Indian culture at RMIT

In-kind contributions welcome



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MAJOR EVENT

# STRESS LESS WEEK

Each semester, RUSU's Compass Drop-In Centre organises the popular 'Stress Less Week', a beacon of support and respite for students as they brace themselves for the demands of the assessment period. This compassionate initiative encompasses a mini wellbeing-focused festival event on each campus, offering an array of activities designed to nurture students' mental and emotional wellbeing. These activities, which have included therapy dogs, massages, aromatherapy workshops, flower crown crafting, and pedal-powered smoothie machines, are complemented by giveaways, informative stalls, snacks, and most importantly, the comforting presence of friendly faces and words of encouragement.

#### Event Activation

Trestle tables & marquees can be arranged at an additional cost.

\$500

#### In-kind Contribution

We are seeking free food or wellbeing focused giveaways/ promotional items. Contact us to discuss options and minimum quantities (City, Bundoora, Brunswick).

FREE\*

#### Major Sponsor

Contact us to discuss options.  
Sponsorship must align with the Wellbeing theme.

Contact us to discuss options

\*Dependant on the amount of serves provided, and the campus. Contact us to discuss arrangements.

1,500+ students participated

3 wholesome mini-festivals on campus

High engagement of international students



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STUDENT SUPPORT

# HEALTHY BREAKFAST

RUSU starts students' days off on the right by offering a convenient and free breakfast on campus, ensuring they can grab a nutritious snack on their way to class. Breakfast options typically include fruit, muffins, cereal, chia cups, protein bars and other non-perishable items. In 2024, we plan to host four breakfast events per week, spanning all campuses, over 22 weeks. This vital program, which RUSU has been successfully delivering since 2013, is now in higher demand than ever due to the escalating cost of living.

We are seeking partners willing to contribute fresh or non-perishable stock to sustain this initiative and promote their products. Both one-time and ongoing donations are appreciated, with opportunities for promotional stalls featuring food and drink giveaways alongside our breakfasts. We are also eager to explore the prospects of securing a major sponsor and welcome interested parties to contact us for further discussions.

**In kind donations – gratefully accepted.**

For large/ongoing donations of in-kind products for the breakfasts contact us to discuss how RUSU can assist promote your product/brand.

**FREE**

**Attendance at event**

**\$200 per event or FREE\*** if providing min. serves

**Program Sponsor**

Sponsorship of Semester One (44 breakfasts) or entire year (88 events).

**Contact us to discuss**

**88 free breakfast events across 4 campuses**

**30,000+ free breakfasts expected to be served**

**Excellent opportunity for product/brand exposure**

*\*Dependant on the amount of serves provided, and the campus. Contact us to discuss.*



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STUDENT SUPPORT

# COMPASS CUPBOARD

We are seeking sponsors for our Compass Cupboards – small food banks located on each campus that offer support to struggling students. We are in urgent need of non-perishable items like noodles, rice, pasta, canned vegetables, tuna, cereal, and toiletries, and we welcome diverse one-off or ongoing donations to accommodate our international student community. Donations can be one-time or recurring throughout the semester.

Additionally, we're looking for an ongoing sponsor to provide condoms and sanitary items (pads and tampons) accessible to students through the cupboard on all campuses and in the women and queer rooms. Your support will make a meaningful difference.

### In kind donations gratefully accepted

Contact RUSU to discuss what products you can donate and how RUSU can help promote your products/brands to students in exchange.

40% of students experience food insecurity

Make a meaningful difference

One-off or ongoing donations welcome

Seeking a major sanitary product and condom sponsor



Talk to us about how we can partner with you.  
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# FOR STUDENTS, BY STUDENTS

We'd love to hear from you!

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**Visit:** [www.rusu.rmit.edu.au](http://www.rusu.rmit.edu.au) / **Instagram:** [rmit\\_rusu](https://www.instagram.com/rmit_rusu)